

## ABSTRACT OF THE DISCLOSURE

An anonymous purchase and sale system applicable to online shopping using computers between a purchaser and a salesperson is actualized by an anonymous purchase and sale management server, a purchaser terminal device, a salesperson terminal device, an anonymous settlement server and an anonymous delivery system, all of which are linked together via a network. Herein, the anonymous purchase and sale management server activates a commodity sales processor and an analyzer in connection with a sales history storage device, a purchaser's preference storage device and a commodity information storage device. Receiving purchase request information from a purchaser terminal device, the commodity sales processor retrieves from all items of commodity information stored in the commodity information storage device, at least one item of the commodity information that suits to the purchase request information. The purchaser selects a desired item from the retrieved commodity information to send purchasing commodity specifying information to the server, wherein the commodity sales processor generates an order ID. A pair of the order ID and purchasing commodity specifying information are sent to the purchaser terminal device and salesperson terminal device, thus allowing payment of a value for the commodity over the anonymous settlement sever and delivery of the commodity over the anonymous delivery system in connection with the order ID. The purchasing commodity specifying information and purchase request information are respectively registered with the sales history storage device and purchaser's preference storage device for use in provision of information and analysis results for the salesperson.